

在《專業天地》內，我們會解答持牌人的一些常見提問。

In *Horizons*, we will answer questions commonly asked by licensees.



? 地產代理公司應如何就一手樓盤編配物業編號以發出廣告？

? How should estate agency companies assign a Property Number(s) to a first-hand property development for the purpose of issuing advertisements?

... 根據監管局發出的執業通告（編號18-02(CR)）第13段，地產代理公司必須就每個為賣方/業主客戶發出廣告的物業編配一個獨有的識別編號（「物業編號」）。編配專屬物業編號的要求，旨在增加透明度讓消費者能清楚識別廣告中所涉及可供出售的物業。

... According to paragraph 13 of the Practice Circular No. (18-02 (CR)) issued by the EAA, estate agency companies must assign a unique identification number ("Property Number") to each property which they will issue an advertisement(s) for their vendor/landlord clients. The requirement to assign a unique Property Number aims at enhancing transparency so that consumers can clearly identify the property being listed for sale in an advertisement.

一般而言，一手樓盤的可供出售單位均會清楚列明於一手樓盤的價單內，故此，如有關的廣告是為推廣某個一手樓盤而發出，地產代理公司只需為所推廣的樓盤編配一個物業編號，而無須為個別出售單位編配其專屬的物業編號。

Generally speaking, units available for sale in first-hand property developments will be clearly set out in the price list of such developments. Hence, if the relevant advertisement is for the purpose of promoting a first-hand property development, estate agency companies are only required to assign one Property Number to that first-hand property development. They are not required to assign a unique Property Number to each individual unit available for sale.

